

ORDER



Orders
Order / Rev: 703723
Alt Order #: 06258546
Product Desc: OBAMA FOR AMERICA
Estimate: 1523
Flight Dates: 08/14/12 - 09/03/12
Original Date / Rev: 07/31/12 / 08/31/12
Order Type: Political

WFMY-TV
Primary AE: Nick Welte
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Obama For America
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	135	\$54,595.00	\$46,405.75
08/27/12	09/03/12	80	\$30,905.00	\$26,269.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	135	\$54,595.00	\$46,405.75	0.00
September 2012	80	\$30,905.00	\$26,269.25	0.00
Totals	215	\$85,500.00	\$72,675.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WFMY-TV	29%	\$85,500.00
Market	100%	\$294,827.59

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WGHP	31%	\$91,396.55
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WTWB	1%	\$2,948.28
WUNL	0%	\$0.00
WUPN	4%	\$11,793.10
WXII	28%	\$82,551.72
WXLV	7%	\$20,637.93

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFMY	08/14/12	08/27/12	Letterman	CM	1135p-1235a	MTWTF--	:30	4	\$150.00	P-2	0.00	NM	6	\$900.00
David Letterman COMMENTS APPLY TO SUB LINES A THRU B DAVID LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/14/12	08/20/12	MTWTF--			3		\$150.00		0.00				
Week:		08/21/12	08/27/12	-TWTF--			3		\$150.00		0.00				

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WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WFMY	08/14/12	09/03/12	Price Is Right Price Is Right	CM	11a-12p	MTWTF--	:30	3	\$250.00	P-2	0.00	NM	9	\$2,250.00
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/14/12	08/20/12	MTWTF--		3	\$250.00			0.00						
Week:	08/21/12	08/27/12	MTWTF--		3	\$250.00			0.00						
Week:	08/28/12	09/03/12	MTWTF--		3	\$250.00			0.00						
E 3	WFMY	08/14/12	08/27/12	M-F CBS Soaps CBS Soaps	CM	1230-2p	MTWTF--	:30	2	\$350.00	P-1	0.00	NM	2	\$700.00
COMMENTS APPLY TO SUB LINES A THRU B CBS SOAP ROTATION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/14/12	08/20/12	MTWTF--		1	\$350.00			0.00						
Week:	08/21/12	08/27/12	-TWTF--		1	\$350.00			0.00						
E 4	WFMY	08/14/12	09/03/12	Late Late Show Late Late Show	CM	1235-135a	MTWTF--	:30	3	\$40.00	P-3	0.00	NM	8	\$320.00
COMMENTS APPLY TO SUB LINES A THRU B LATE NITE WITH CRAIG FERGUSON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/14/12	08/20/12	MTWTF--		2	\$40.00			0.00						
Week:	08/21/12	08/27/12	MTWTF--		3	\$40.00			0.00						
Week:	08/28/12	09/03/12	MTWTF--		3	\$40.00			0.00						
E 5	WFMY	08/14/12	09/03/12	News2 at Noon News2 at Noon	CM	12-1230p	MTWTF--	:30	4	\$250.00	P-2	0.00	NM	12	\$3,000.00
NEWS 2 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/14/12	08/20/12	MTWTF--		4	\$250.00			0.00						
Week:	08/21/12	08/27/12	MTWTF--		4	\$250.00			0.00						
Week:	08/28/12	09/03/12	MTWTF--		4	\$250.00			0.00						
E 6	WFMY	08/14/12	08/27/12	M-F 4-5p Ellen Degeneres	CM	4-5p	MTWTF--	:30	4	\$150.00	P-2	0.00	NM	7	\$1,050.00
COMMENTS APPLY TO SUB LINES A THRU C ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/14/12	08/20/12	MTWTF--		4	\$150.00			0.00						
Week:	08/21/12	08/27/12	-TWTF--		3	\$150.00			0.00						
E 7	WFMY	08/14/12	08/20/12	M-F 430-5a Good Morning Show	CM	430-5a	MTWTF--	:30	1	\$20.00	P-2	0.00	NM	1	\$20.00
GOOD MORNING SHOW 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/14/12	08/20/12	MTWTF--		1	\$20.00			0.00						
E 8	WFMY	08/14/12	09/03/12	News 2 at 5 News 2 at 5	CM	5-530p	MTWTF--	:30	5	\$350.00	P-2	0.00	NM	14	\$4,900.00
NEWS 2 AT 5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/14/12	08/20/12	MTWTF--		5	\$350.00			0.00						
Week:	08/21/12	08/27/12	MTWTF--		5	\$350.00			0.00						
Week:	08/28/12	09/03/12	MTWTF--		5	\$350.00			0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
13	WFMY	08/28/12-09/03/12		News 2 at 5		5-530p	MTWThF----	:30		(\$350.00)		0.00	NM		
See MG 15.2, 15.3, 15.4, 15.5, 15.6 [Prgm Change - US Open Tennis]															
E 9	WFMY	08/14/12	08/27/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	MTWTF--	:30	5	\$100.00	P-2	0.00	NM	10	\$1,000.00
GOOD MORNING SHOW 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/14/12	08/20/12	MTWTF--		5	\$100.00			0.00						
Week:	08/21/12	08/27/12	-TWTF--		5	\$100.00			0.00						
E 10	WFMY	08/14/12	09/03/12	News 2 at 6 News 2 at 6	CM	6-630p	MTWTF--	:30	5	\$575.00	P-2	0.00	NM	15	\$8,625.00
NEWS 2 AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/14/12	08/20/12	MTWTF--		5	\$575.00			0.00						

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E 27	WFMY	08/23/12	08/23/12	Thu Prime C Person of Interest THE MENTALIST LTC 07/05/12	CM	10-11p	---T---	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00																																																																																																
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Week:	08/20/12	08/26/12	---T---	1	\$1,500.00	0.00																																																																																																									
E 29	WFMY	08/14/12	08/27/12	News 2 at 11 News 2 at 11 NEWS 2 AT 11	CM	11-1135p	MTWTFSS	:30	7	\$650.00	P-1	0.00	NM	13	\$8,450.00																																																																																																
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Week:	08/21/12	08/27/12	-TWTFSS	7	\$650.00	0.00																																																																																																									
E 30	WFMY	08/21/12	08/21/12	Tue Prime C The Mentalist 48 HOURS MYSTERY	CM	10-11p	-T-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00																																																																																																
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Week:	08/20/12	08/26/12	-T-----	1	\$1,000.00	0.00																																																																																																									
E 32	WFMY	08/15/12	08/22/12	Wed Prime A Big Brother 14 BIG BROTHEREFF 07/18/12	CM	8-9p	--W----	:30	1	\$1,000.00	P-2	0.00	NM	2	\$2,000.00																																																																																																
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Week:	08/20/12	08/26/12	--W----	1	\$1,000.00	0.00																																																																																																									
E 33	WFMY	08/15/12	08/22/12	Wed Prime B Criminal Minds CRIMINAL MINDS	CM	9-10p	--W----	:30	1	\$1,350.00	P-2	0.00	NM	2	\$2,700.00																																																																																																
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N 34	WFMY	08/28/12	09/03/12	Letterman David Letterman COMMENTS APPLY TO SUB LINES A THRU B DAVID LETTERMAN	CM	1135p-1235a	MTWTF--	:30	4	\$150.00	P-3	0.00	NM	4	\$600.00																																																																																																
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Week:	08/28/12	09/03/12	MTWTF--	4	\$150.00	0.00																																																																																																									
N 35	WFMY	08/28/12	09/03/12	M-F CBS Soaps CBS Soaps COMMENTS APPLY TO SUB LINES A THRU B CBS SOAP ROTATION	CM	1230-2p	MTWTF--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00																																																																																																
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Week:	08/28/12	09/03/12	MTWTF--	2	\$350.00	0.00																																																																																																									
N 36	WFMY	08/28/12	09/03/12	M-F 4-5p Ellen Degeneres COMMENTS APPLY TO SUB LINES A THRU C ELLEN	CM	4-5p	MTWTF--	:30	4	\$150.00	P-3	0.00	NM	3	\$450.00																																																																																																
<table><tr><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="9"></td></tr><tr><td>Week:</td><td>08/28/12</td><td>09/03/12</td><td>MTWTF--</td><td>4</td><td>\$150.00</td><td>0.00</td><td colspan="9"></td></tr></table> <table><tr><td><u>Spot</u></td><td><u>Ch</u></td><td><u>Date Range</u></td><td><u>Description</u></td><td><u>Start/End Time</u></td><td><u>Weekdays</u></td><td><u>Length</u></td><td><u>Rate</u></td><td><u>Rtg</u></td><td><u>Type</u></td><td colspan="6"></td></tr><tr><td>3</td><td>WFMY</td><td>08/28/12-09/03/12</td><td>M-F 4-5p</td><td>4-5p</td><td>MTWThF----</td><td>:30</td><td>(\$150.00)</td><td>0.00</td><td>NM</td><td colspan="6"></td></tr><tr><td colspan="16">See MG 15.2, 15.3, 15.4, 15.5, 15.6 [Prgm Change - US Open Tennis]</td></tr></table>																	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>										Week:	08/28/12	09/03/12	MTWTF--	4	\$150.00	0.00										<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>							3	WFMY	08/28/12-09/03/12	M-F 4-5p	4-5p	MTWThF----	:30	(\$150.00)	0.00	NM							See MG 15.2, 15.3, 15.4, 15.5, 15.6 [Prgm Change - US Open Tennis]																															
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																																																																																									
Week:	08/28/12	09/03/12	MTWTF--	4	\$150.00	0.00																																																																																																									
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>																																																																																																						
3	WFMY	08/28/12-09/03/12	M-F 4-5p	4-5p	MTWThF----	:30	(\$150.00)	0.00	NM																																																																																																						
See MG 15.2, 15.3, 15.4, 15.5, 15.6 [Prgm Change - US Open Tennis]																																																																																																															
N 37	WFMY	08/21/12	08/27/12	M-F 430-5a Good Morning Show GOOD MORNING SHOW 430A	CM	430-5a	MTWTF--	:30	1	\$20.00	P-4	0.00	NM	1	\$20.00																																																																																																
<table><tr><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="9"></td></tr><tr><td>Week:</td><td>08/21/12</td><td>08/27/12</td><td>M-----</td><td>1</td><td>\$20.00</td><td>0.00</td><td colspan="9"></td></tr></table>																	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>										Week:	08/21/12	08/27/12	M-----	1	\$20.00	0.00																																																																									
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																																																																																									
Week:	08/21/12	08/27/12	M-----	1	\$20.00	0.00																																																																																																									
N 38	WFMY	08/28/12	09/03/12	M-F 5-6a 5-6a GMS ROT GOOD MORNING SHOW 5A	CM	5-6a	MTWTF--	:30	5	\$100.00	P-3	0.00	NM	5	\$500.00																																																																																																

Order / Rev: 703723
 Alt Order #: 06258546
 Flight Dates: 08/14/12 - 09/03/12

Advertiser: Obama For America
 Product Desc: OBAMA FOR AMERICA
 Estimate: 1523

WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N38	WFMY	08/28/12	09/03/12	M-F 5-6a 5-6a GMS ROT GOOD MORNING SHOW 5A	CM	5-6a	MTWTF--	:30	5	\$100.00	P-3	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/28/12	09/03/12	MTWTF--		5				\$100.00		0.00			
N39	WFMY	08/28/12	09/03/12	M-F 6-8a Good Morning Show GOOD MORNING SHOW 6A	CM	6-8a	MTWTF--	:30	7	\$175.00	P-3	0.00	NM	7	\$1,225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/28/12	09/03/12	MTWTF--		7				\$175.00		0.00			
N40	WFMY	08/28/12	09/03/12	M-F 7-730p Wheel of Fortune WHEEL OF FORTUNE	CM	7-730p	MTWTF--	:30	4	\$750.00	P-2	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/28/12	09/03/12	MTWTF--		4				\$750.00		0.00			
N41	WFMY	08/28/12	09/03/12	M-F 730-8p Jeopardy COMMENTS APPLY TO SUB LINES A THRU B JEOPARDY	CM	730-8p	MTWTF--	:30	5	\$750.00	P-2	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/28/12	09/03/12	MTWTF--		5				\$750.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	5	WFMY	08/28/12-09/03/12	M-F 730-8p		730-8p	MTWThF----	:30		(\$750.00)		0.00	NM		
	See MG 15.2, 15.3, 15.4, 15.5, 15.6 [Prgm Change] Panthers Football														
N42	WFMY	08/28/12	09/03/12	CBS This Morning CBS This Morning COMMENTS APPLY TO SUB LINES A THRU B CBS THIS MORNING	CM	8-10a	MTWTF--	:30	6	\$90.00	P-3	0.00	NM	6	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/28/12	09/03/12	MTWTF--		6				\$90.00		0.00			
N43	WFMY	08/31/12	08/31/12	Fri Prime A Friday Prime A COMMENTS APPLY TO SUB LINES A THRU B UNDERCOVER BOSS	CM	8-9p	----F--	:30	1	\$950.00	P-3	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	----F--		1				\$950.00		0.00			
N44	WFMY	09/01/12	09/01/12	News 2 at 6 Saturday News 2 at 6 Saturday NEWS 2 AT 6P- SAT	CM	6-630p	-----S-	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	-----S-		1				\$200.00		0.00			
N45	WFMY	09/01/12	09/01/12	Sat 7-730p Sat Wheel of Fortune WHEEL OF FORTUNE - SAT	CM	7-730p	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	-----S-		1				\$175.00		0.00			
N46	WFMY	09/01/12	09/01/12	Sat 730-8p Sat Jeopardy JEOPARDY - SATURDAY	CM	730-8p	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	-----S-		1				\$175.00		0.00			
N47	WFMY	08/28/12	09/03/12	News 2 at 11 News 2 at 11 NEWS 2 AT 11	CM	11-1135p	MTWTFSS	:30	7	\$650.00	P-2	0.00	NM	7	\$4,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/28/12	09/03/12	MTWTFSS		7				\$650.00		0.00			
N48	WFMY	08/29/12	08/29/12	Wed Prime A Big Brother 14 BIG BROTHEREFF 07/18/12	CM	8-9p	--W----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	--W----		1				\$1,000.00		0.00			

